

## 4. PROJECT BENEFIT AND COMPATIBILITY

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- a. *Identify community benefits, including the economic impact the project will have on the local community in terms of amount of tax revenue to be generated for the County, the number jobs generated for area residents and level of pay and fringe benefits of such jobs, and the number and value of subcontracts generated for area subcontractors.*

### COMMUNITY BENEFITS

The Loudoun on 7 project is chock-full of valuable benefits for the Loudoun community and surrounding areas.

This dense, compact, mixed-use development features an unparalleled location, quality government administrative space (including two to four government buildings), significant short- and long-term public transportation and traffic benefits, and quality space for private offices.

In addition, the project features varied retail and restaurant destinations (with room for up to seven restaurants), daycare and exercise facilities, three banks, a hotel, a town square or village green, additional civic structures, and walking and biking trails possibly connecting to the Potomac River. Natural areas and a dedicated parkland with a stream will accentuate the development and encourage conservation through an active educational nature center and 1.5 acres of passive preservation area.

On top of all of these benefits are the additional tax revenues and other positive economic impacts generated directly and indirectly by the project.

### POSTIVE ECONOMIC IMPACT

The new Government Administrative Center at the Loudoun on 7 site will provide substantial, additional tax revenues to the County's General Fund. Tax revenues will include real and personal property taxes, retail sales taxes, consumers' utility taxes, BPOL (business, professional, and occupational licenses), transient occupancy taxes, and miscellaneous revenues.

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### CREATION OF JOBS

We estimate that approximately 3,600 persons will be employed at Loudoun on 7 once the project is completed, of which approximately 2,800 will be County employees (assuming 250 square feet of office space per employee). Using the average wages for employees of all industries for Loudoun County published most recently by the Virginia Employment Commission, the annual wages of these on-site employees would approximate \$175.2 million. Fringe benefits at thirty percent of wages would take the total of wages and fringe benefits to approximately \$227.8 million.

### BENEFIT TO LOCAL SUBCONTRACTORS

The Loudoun on 7 team and its general contractor, Gilbane Building Company, are committed to working with subcontractors from the local Loudoun County marketplace wherever possible. The team understands the positive impact this brings to the local economy and the benefit it brings to the County in terms of warranty service and other future maintenance needs.

Gilbane's volume and experience have contributed to an extensive and well-researched database of qualified local subcontractors and vendors. The company's ability to understand Loudoun's market conditions--along with its ability to evaluate which local contractors are stretched by current contracts and which have the available capacity--are unmatched, helping this premier builder to successfully execute a project of this magnitude and maximize use of qualified local subcontractors.

- b. Identify any anticipated public support or opposition, as well as any anticipated government support or opposition (including that in any affected jurisdiction), for the project.*

As a result of the significant benefits of situating the new Government Administrative Center at the Loudoun on 7 site, we anticipate the project will receive strong, widespread support from Loudoun County residents, businesses, employees, government officials, community groups and other stakeholders. We also anticipate surrounding jurisdictions will embrace the project as a positive addition to the region.

The Loudoun on 7 team will implement an aggressive outreach strategy to ensure that the public is informed and involved regarding the development of the new Government Administrative Center. Outreach will include working with local

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cultural groups and institutions to ensure that the civic and nature facilities are programmed to derive maximum benefit to Loudoun County and its residents.

We anticipate there could be some resistance from small minorities of residents and employees (or, more likely, other developers) either (i) opposed to moving the County's administrative offices out of Leesburg or (ii) in favor of other locations that may serve the interests of limited contingencies.

- c. *Explain the strategy and plans, including the anticipated timeline that will be carried out to involve and inform the general public, business community, and governmental agencies in areas affected by the project.*

Our team is confident that the Loudoun on 7 site is the best solution, and our goal is to ensure that residents and other stakeholders are fully informed through open and frequent communications. In coordination with the County, we plan public presentations, an active website, and periodic press releases that will inform the general public, business community and affected governmental agencies. Communications will begin as soon as the County will allow, and they will continue throughout development of the project and beyond.

Team representatives will update County officials on a regular basis, and when called upon. Adjacent landowners will receive notices and visits from the project team when construction will affect their property.

In the event a segment of the County raises questions or concerns targeting any aspect of the project, the Loudoun on 7 team and Williams Mullen's public affairs professionals will respond quickly by interfacing with County officials to develop an appropriate strategy. We will then execute an agreed-upon plan to the extent the County deems it appropriate. By implementing this proactive approach to community education and issue management, the Loudoun on 7 team gives the County an important level of control over the strategies and communications necessary to make this project successful.

- d. *Describe any anticipated significant benefits to the community and the County, including anticipated benefits to the economic, social, environmental, transportation, etc., condition of the County and whether the project is critical to attracting or maintaining competitive industries and businesses to the County.*

#### ECONOMIC BENEFITS

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Highlights of economic benefits of the Loudoun on 7 project are described in subsection (a) above (under the heading “Positive Economic Impacts”).

### **SOCIAL BENEFITS**

The Loudoun on 7 site at Routes 7 and 28 is centrally located within a development Corridor that is the locus of a very significant portion of the County’s population and employment. Thus, the site offers a perfect gateway into Loudoun County and a location where all County residents can reap the benefits. With an active 12- to 16-hour environment, residents will be drawn to daytime office and civil uses, which will spill over into retail activities at night. Employees could use the gym early in the morning, the daycare center throughout the day for their children, and restaurants and park space in the evening. They could walk across the street for a sandwich, pick up some flowers, stop by a café, or watch local thespians at an outdoor theatre.

The Loudoun on 7 plan incorporates public art throughout the space. The master plan design encourages accessibility and pedestrian connections within the plan, as well as into the adjacent communities and open space areas. The master plan will be porous for both automobiles and pedestrians, to create a welcoming public gathering and civic venue for the residents of Loudoun County and surrounding communities.

### **ENVIRONMENTAL BENEFITS**

The Loudoun on 7 team recommends Leadership in Energy and Environmental Design (LEED) certification. The team offers all the resources to complete the LEED process. Going green offers far-reaching, tangible benefits and a source of community pride. Reduced energy consumption in green buildings results in reduced operational expenses. Those lower operational costs from sustainable materials techniques, with large, efficient office floor plans, reduce the life-cycle costs of the building. Green floor plans are often more economically reconfigured. We will work with the County to identify the appropriate energy efficiency goals and LEED certification level. This could result in a cost-effective, long-term county investment.

There are many different conceptions of green or sustainable building design. In sum, green building practices can substantially reduce negative environmental impacts and reverse the trend of unsustainable construction activities.

Cooper Carry is well positioned to design a holistically sustainable master plan, as

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well as the individual building components within it. The firm is a leader in the pilot program for Leadership in Energy and Environmental Design for Neighborhood Development (LEED-ND), and it recommends that this development seek certification in that area of sustainable design.

In addition to LEED certification, the project incorporates a number of Loudoun County's valuable natural resources. Plans include walking and biking trails that may possibly connect with currently underutilized natural amenities like the Potomac River. Natural areas and a dedicated parkland with stream will accentuate the development in a manner that exemplifies environmental friendliness.

### TRANSPORTATION BENEFITS

Wells & Associates has recently prepared traffic impact studies in the vicinity that included the Loudoun on 7 site, concluding:

- The vicinity of the proposed Government Administrative Center provides a mixture of diverse commercial and residential uses. The immediate community is made up of Howard Hughes Medical Institute, Lansdowne, Ashbrook, Ashburn, future One Loudoun and University Center, creating a dynamic mixed-use area that is growing together to achieve responsible growth for Loudoun County. The area is pedestrian and bicycle friendly and has the opportunity to provide a strong transit link to the extension of Metro. This link is made stronger with Loudoun on 7 providing a transit hub midway between Leesburg and Sterling.
- Route 7 provides exceptional access to the major thoroughfares throughout the County and Northern Virginia. This is achieved with connections to Route 28, Route 15, Loudoun County Parkway, and Route 659. Route 7 also provides access to the Greenway and Route 50 via these other routes. These roadways could be a natural extension of Loudoun County planned Metro stations with Bus Rapid Transit (BRT) systems feeding the stations planned along the Greenway.
- The intersections in the Loudoun on 7 study area would operate at similar levels of service, with or without development of the Center at the Loudoun on 7 site.

Mixed-use developments allow people to live, work, shop, and play. Trips between uses are short, and can be made on foot or by transit, rather than traveling outside the development by private automobiles. Wells & Associates' studies have demonstrated

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significant auto-trip reductions at external driveways for mixes of uses compared to stand-alone uses.

The proposed Loudoun on 7 project will provide a hub for bus transit connections midway between Leesburg and Sterling with prominent bus stops at the Hospital, Lansdowne, Howard Hughes, etc. In addition to serving the east-west transit opportunities of the traditional commuter travel pattern, the transit hub will provide the nexus for vital north-south transit service to future Metro stations, the airport, Fairfax Connection transit, etc.

The proposed Loudoun on 7 project includes the off site road improvements necessary to extend Lexington to Riverside Parkway providing the intended “north collector” for Route 7. The at-grade intersection at Route 7 could reduce the volume of traffic accessing Janelia Farms via Route 7 from the east by fifty percent.

With the future Russell Branch Parkway extension to Loudoun County Parkway, motorists traveling from the south toward the west can make this trip without traveling on Route 7. This connection effectively completes the intended north/south collector system for Route 7 since the extension of Riverside Parkway through Smith Circle residential neighborhood to University Center is highly unlikely to occur.

The Lexington extension is estimated to reduce the traffic on Janelia Farms Boulevard by 900 vehicles per day. This decrease in vehicle trips would allow for more time to be provided to other movements at the intersection.

### ATTRACTING AND MAINTAINING INDUSTRIES AND BUSINESSES

The project’s clustering of the County’s most significant economic and business activities will make the Route 7/Route 28 Corridor highly competitive with locations across the country for corporate relocation opportunities. It will also further consolidate these activities in a way that make it a magnet throughout Northern Virginia. This clustering of significant economic and business activities will attract all of the needed support services and employment talents to make the Corridor a world-class location.

- e. Compatibility with the County’s and/or affected jurisdiction’s local comprehensive plan (including related environmental, land use and facility standards ordinances, where applicable), infrastructure development plans, transportation plans, the capital improvements plan and capital budget or other government spending plan*

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See Appendix I.

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